

IDENTIFYING
THE AUDIENCE

## THENEWATRAVELER

According to experts in the travel industry, there is a new definition of travelers. There is a new way of looking at the men, the women, the families who will come to our state. They don't want to just see sights; they want to be lost in landscapes. They want to challenge their own comfort zone. They want vacations on their own terms. They want to immerse themselves in the culture of a place and be participants, not merely observers.

They are being called the hybrid traveler, or the modern traveler. These are people who want to camp in a tent for five days in the backcountry, then unwind later at a five-star hotel. They want to climb our peaks and walk our national parks, then reward themselves with a massage. They want to see the sunset over Bryce Canyon, then take in a Tony Award-winning production of Shakespeare in Cedar City. They will eat sushi at world-class restaurants in the evening, then have corned beef hash for breakfast at a local diner. They want to get away from the everyday and leave everything behind, except their GPS equipment and their iPod. They want to forget the mundane; they want to be elevated.

If you live here, you understand Utah, its scope, its majesty. Putting it into words for a visitor—not so easy. You can easily describe what it looks like but it's far more difficult to explain the way it makes you feel. Many writers have tried.

"It is wonderful to be among mountains that remind us of our vulnerability,
our ultimate lack of control, mountains that demand humility and yield so much peace in return."

